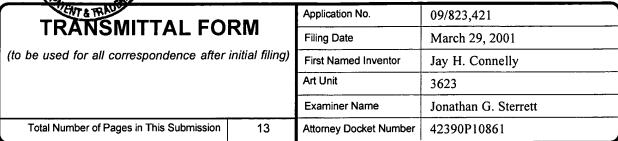
IFW 3623



Total Number of Pages in This Sub	nission 13	Attorney Docket Number	42390P10861		
ENCLOSURES (check all that apply)					
Fee Transmittal Form	Drawing(s	)	After Allowance Communication to Group		
Fee Attached	Licensing-	elated Papers	Appeal Communication to of Appeals and Interferen	o Board ces	
Amendment / Response	Petition		Appeal Communication to (Appeal Notice, Brief, Reply B	Group rief)	
After Final Affidavits/declaration(s)	Petition to 0 Provisional	Convert a Application	Proprietary Information		
Extension of Time Request	Power of A Change of	ttorney, Revocation Correspondence Address	Status Letter		
Express Abandonment Request	Terminal [	Disclaimer	Other Enclosure(s) (please identify below):		
Information Disclosure Statement	Request for	Refund	Return Receipt Postcar	rd	
PTO/SB/08	CD, Numb	er of CD(s)			
Certified Copy of Priority Document(s)				.	
Response to Missing Parts/ Incomplete Application		<u> </u>			
Basic Filing Fee	Remarks				
Declaration/POA					
Response to Missing Parts under 37 CFR 1.52 or 1.53					
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT					
Firm Thomas M. Coester, Reg. No. 39,637					
Individual name BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP					
Signature Thomas Coesta					
Date April 26, 2005					
CERTIFICATE OF MAILING/TRANSMISSION					
I hereby certify that this correspondence is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.					
Typed or printed name Lillian E. Rodriguez					
Signature Date April 26, 2005					

Based on PTO/SB/21 (04-04) as modified by Blakely, Solokoff, Taylor & Zafman (wfr)06/04/2004.) SEND TO: Commissioner for Patents. P.O. Box 1450, Alexandria, VA 22313-1450



## Complete if Known FEE TRANSME Application Number 09/823,421 for FY 2005 Filing Date March 29, 2001 Patent fees are subject to annual revision First Named Inventor Jay H. Connelly **Examiner Name** Jonathan G. Sterrett Applicant claims small entity status. See 37 CFR 1.27. Art Unit 3623 TOTAL AMOUNT OF PAYMENT (\$) 0.00 Attorney Docket No. 42390P10861 METHOD OF PAYMENT (check all that apply) ☐ Check ☐ Credit card ☐ Money Order ☒ None Other (please identify): Deposit Account Deposit Account Number: <u>02-2666</u> Deposit Account Name: Blakely, Sokoloff, Taylor & Zafman LLP For the above-identified deposit account, the Director is hereby authorized to: (check all that apply) Charge fee(s) indicated below, except for the filing fee ☐ Charge fee(s) indicated below Charge any additional fee(s) or underpayment of fee(s) under 37 CFR §§ 1.16, 1.17, 1.18 and 1.20. **FEE CALCULATION** 1. EXTRA CLAIM FEES Extra Fee from below FeePaid Total Claims 27" 50.00 \$0.00 0 Independent Claims 200.00 \$0.00 0 Multiple Dependent Large Entity Small Entity Fee Fee (\$) Fee Description Fee (\$) Code Code 50 25 Claims in excess of 20 1202 1201 2202 2201 200 Independent claims in excess of 3 100 360 180 Multiple Dependent claim, if not paid 1203 1204 2203 \*Reissue independent claims over original patent 300 2204 150 \*\*or number previously paid, if greater, For Reissues, see below \*\*Reissue claims in excess of 20 and over original patent 1205 2205 SUBTOTAL (1) (\$) 0.00 **ADDITIONAL FEES Small Entity** Large Entity

Fee	Fee	Fee	Fee		
Code	(\$)	Code	(\$)	Fee Description	Fee Paid
1051	130	2051	65	Surcharge - late filing fee or oath	
1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet.	
2053	130	2053	130	Non-English specification	
1251	120	2251	60	Extension for reply within first month	
1252	450	2252	225	Extension for reply within second month	
1253	1,020	2253	510	Extension for reply within third month	
1254	1,590	2254	795	Extension for reply within fourth month	-
1255	2,160	2255	1,080	Extension for reply within fifth month	
1401	500	2401	250	Notice of Appeal	
1402	500	2402	250	Filing a brief in support of an appeal	
1403	1,000	2403	500	Request for oral hearing	
1451	1,510	2451	1,510	Petition to institute a public use proceeding	
1460	130	2460	130	Petitions to the Commissioner	
1807	50	1807	50	Processing fee under 37 CFR 1.17(q)	
1806	180	1806	180	Submission of Information Disclosure Stmt	
1809	790	1809	395	Filing a submission after final rejection (37 CFR § 1.129(a))	
1810	790	2810	395	For each additional invention to be examined (37 CFR § 1.129(b))	
Other fee	(specify)				

SUBTOTAL (2)

SUBMITTED B	Υ			Comp	olete (if applicable)
Name (Print/Type)	Thomas M. Coester	Registration No. (Attorney/Agent)	39,637	Telephone	(310) 207-3800
Signature	Thomas Colstes			Date	04/26/05

(\$)



## N THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	)
Jay H. Connelly	Examiner: Jonathan G. Sterrett
Application No. 09/823,421	) Art Group: 3623
Filed: March 29, 2001	) )
For: System and Method for Transparently Obtaining Consumer Preferences for Products, Product Features	) ) ) )

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

## AMENDMENT AND RESPONSE TO OFFICE ACTION

In response to the Office Action mailed February 11, 2005, in connection with the above referenced patent application, Applicant respectfully request entry of the following amendments and requests reconsideration in view of the following remarks.